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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) receiving configuration data from the Internet merchant, wherein such configuration data assists in communication with the Internet merchant;

(b) ~~randomly sampling visitors to the Internet website according to the configuration data;~~ running multiple experiments according to the configuration data on an on-going basis on randomly chosen visitors to the Internet website;

(c) dynamically determining an optimal promotion using real-time analysis of the data from the experiments ~~the data acquired in step (b)~~, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and

(d) displaying the optimal promotion to the Internet merchant.

2. (Original) The method of claim 1, wherein said configuration data includes sampling parameters.

3. **(Previously Presented)** The method of claim 1, where said configuration data includes potential promotions to be offered to the sampled visitors in step (b).

4. **(Original)** The method of claim 1, wherein said configuration data includes whether the sampling is to be performed continuously or at discrete intervals.

5. **(Previously Presented)** The method of claim 1, wherein said configuration data includes data for segmenting the visitors into clusters.

6. **(Original)** The method of claim 1, wherein said configuration data includes a minimum threshold for automatically propagating an optimal promotion.

7. **(Original)** The method of claim 1, wherein said configuration data includes a minimum basket size for receiving a promotion.

8. **(Original)** The method of claim 1, wherein said random sampling is performed on the entire population of visitors to the website.

9. **(Original)** The method of claim 1, wherein visitors to the website are grouped, and each group is sampled separately.

10. **(Original)** The method of claim 9, wherein an optimal promotion is determined for each group.

11. **(Original)** The method of claim 10, additionally comprising updating the website such that a visitor is offered the optimal promotion determined in step (c) according to the visitor's group.

12. **(Original)** The method of claim 10, wherein groups are determined based upon prior purchasing behavior.

13. **(Original)** The method of claim 10, wherein groups are determined based upon demographic characteristics.

14. **(Original)** The method of claim 1, wherein step (c) comprises determining a promotion that optimizes profit.

15. **(Currently Amended)** The method of claim 1, additionally comprising:

(d e) automatically updating the website to use the optimal promotion determined in step (c).

16. **(Currently Amended)** The method of claim 1, additionally comprising:

(d e) automatically updating the website to use the optimal promotion determined in step (c) if the optimal promotion meets a minimum threshold.

17. **(Previously Presented)** The method of claim 16, wherein said minimum threshold is that the optimal promotion determined in step (c) is a predetermined percentage better than a currently offered promotion for the product.

18. **(New)** A method of dynamically determining an optimal promotion to be offered on an Internet website operated by an Internet merchant, comprising:

(a) running multiple experiments on an on-going basis on randomly chosen visitors to the Internet website;

- (b) dynamically determining an optimal promotion using real-time analysis of the data from the experiments, wherein the optimal promotion optimizes at least one economic variable selected from a group of economic variables; and
- (c) displaying the optimal promotion to the Internet merchant.